

MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
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SCHEDULE

BRIGHT AD/PACK TEST

(#835482)

| <u>Field Dates</u> | <u>Top-Line</u> | <u>Final Report</u> |
|-----------------------------|-----------------|---------------------|
| December 2nd - December 7th | December 10th | December 23 |

MARKET

New Jersey

SAMPLE COMPOSITION

| <u>Male</u> | <u>Total</u> | <u>White</u> | <u>Black</u> | <u>Female</u> | <u>Total</u> | <u>White</u> | <u>Black</u> |
|--------------------------|--------------|--------------|--------------|--------------------------|--------------|--------------|--------------|
| <u>18-34 (NET)</u> | <u>14</u> | <u>12</u> | <u>2</u> | <u>18-34 (NET)</u> | <u>19</u> | <u>15</u> | <u>4</u> |
| 18-24 | 4 | 3 | 1 | 18-24 | 11 | 10 | 1 |
| 25-34 | 10 | 9 | 1 | 25-34 | 8 | 5 | 3 |
| <u>35 And Over (NET)</u> | <u>10</u> | <u>10</u> | <u>-</u> | <u>35 And Over (NET)</u> | <u>8</u> | <u>8</u> | <u>-</u> |
| 35-44 | 6 | 6 | - | 35-44 | 8 | 8 | - |
| 45-54 | 4 | 4 | - | 45-54 | - | - | - |

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